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**GENERAL** 



## **WKMG**

Order%

## RDER

Flight Dates 10/30/12-11/06/12

00:15:00 Order Sep 1537 Estimate # **Product** 

Order Type

WRBW

WRDQ

Alt Order # 6259548 OBAMA FOR AMERICA 255513 Contract / Revision

Cash Billing Type Original Date / Revision Agency Com 15%

10/26/12 10/26/12 Billing Contact EOM/EOC Billing Cycle Advertiser Pol/Pres/D/Barack Obama

Billing Calendar BROADCAST 3050 K Street NW New till 02/05/09 Suite 100 A35+ Demographic Washington, DC 20007

Agency GMMB POL CAND **Rev Codes AGY Buying Contact** 

Product Codes PL-Presidential-Democrat Sales Office PHI P-3 **Priority** 

**End Date** 

\$194,950.00

Sales Region NAT 3050 K Street NW Advertiser Ref Agency Ref Suite 100 Washington, DC 20007

Start Date

\$165,707.50

Primary Account Executive Kristen Waskie

Account Executive

Totals

Kristen Waskie 100% Order Share 100% Market Value 194950

Competing Station % of Order Amount 0 % **CABLE** 0 % **WESH** 0 WFTV % ⁰∕₀ 0 **WKCF** % 0 WOFL % 0 WOPX

**Billing Plan Order Totals Net Amount Gross Amount** Rating Start Date End Date # Spots Net Amount Gross Amount # of Spots Month \$165,707.50 \$194,950.00 0.00 10/29/12 11/06/12 74 \$194,950.00 November 2012 74 \$165,707.50

0.00

**Totals** Rate Pri Rtg Type Spots Amount Break Start/End Time Days Len Spots Inventory Code Ln Ch Start Fnd \$6,800,00 0.00 NM 4 :30 4 \$1,700.00 P-3 MTWTF--E 2 WKMG 10/30/12 11/05/12 M-F 11p News CM 11-1135p M-F 11p News Spots/Week Rate Rating **End Date** Weekdays Start Date 0.00 11/05/12 MTWTF--\$1,700.00 Week: 10/30/12 3 \$1,500.00 P-3 \$4,500.00 0.00 NM -TWTF--:30 11-12p Price Is Right CM 11a-12p E 3 WKMG 10/30/12 11/02/12 Price Is Right Spots/Week Rate Rating Weekdays Start Date **End Date** 0.00 11/05/12 -TWTF--3 \$1,500.00 Week: 10/30/12 4 \$1,200.00 P-3 0.00 NM \$4,800.00 E 5 WKMG 10/30/12 11/02/12 Local 6 News 12-1230p CM -TWTF--:30 12-1230p Local 6 News 12-1230p Spots/Week Rate Rating End Date Weekdays Start Date 0.00 4 \$1,200.00 11/05/12 -TWTF--Week: 10/30/12 \$450.00 P-3 0.00 NM \$1,800.00 :30 MTWTF--E 10 WKMG 10/30/12 11/05/12 CM 5-530a Morn News at 5a Morn News at 5a Weekdays Spots/Week Rate Rating End Date Start Date



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Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1537

Auvertiser		(CS/D/Dai								Tota	ale
Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type		Amount
E 10 WKMG			Morn News at 5a	СМ	5-530a	MTWTF		\$450.00 P-3	0.00 NM	4	\$1,800.00
_,,_,,,,,,,,,	,		Morn News at 5a								
_	art Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week 4	<u>Rate</u> \$450.00	Rating 0.00					
Week: 10 E 11 WKMG		11/05/12		CM	5-530p	-TWTF	:30	3 \$1,000.00 P-3	0.00 NM	3	\$3,000.00
E I I WILLIAM	10/00/1	2 1110212	News at 5p								
	art Date	End Date		Spots/Week	Rate	Rating					
Week: 10 E 12 WKMG		11/05/12	-TWTF Morn News at 530		\$1,000.00 530-6a	0.00 MTWTF	:30	4 \$700.00 P-3	0.00 NM	4	\$2,800.00
E 12 VVINIVIO	10/30/1	2 11/05/12	Morn News at 530		000 00			•			
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10		11/05/12	MTWTF	er CM	\$700.00 530p-6p	0.00 -TWTF	:30	4 \$650.00 P-3	0.00 NM	4	\$2,600.00
E 13 WKMG	5 10/30/1	2 11/02/12	530-6p The Inside Insider	er Civi	oooh-oh	14411	.00	. 4555.55. 5			, ,
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 10		11/05/12	TWTF	4	\$650.00	0.00	-00	4 \$1,400.00 P-3	0.00 NM	4	\$5,600.00
E 14 WKMC	3 10/30/1	2 11/02/12	News at 6p News at 6p	CM	6-630p	-TWTF	:30	4 \$1,400.00 = 3	Q.OO INIVI	7	ψυ,000.00
St	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 10	/30/12	11/05/12	-TWTF		\$1,400.00	0.00			0.00 NW	,	62 200 00
E 15 WKMC	3 10/30/1	2 11/02/12		СМ	6-7a	→TWTF	:30	4 \$800.00 P-3	0.00 NM	4	\$3,200.00
St	art Date	End Date	Morn News at 6a Weekdays	Spots/Week	Rate	Rating					
Week: 10		11/05/12	-TWTF	4	\$800.00	0.00					
E 16 WKMC	3 10/30/1	12 11/02/12	CBS Evening New CBS Eve News		630-7p	~TWTF	:30	4 \$3,000.00 P-3	0.00 NM	4	\$12,000.00
	art Date	End Date	<u>Weekdays</u> -TWTF	Spots/Week	<u>Rate</u> \$3,000.00	Rating 0.00				l	
Week: 10		11/05/12 12 11/02/12		CM <sup>4</sup>	7-7:30p	-TWTF	:30	4 \$1,700.00 P-3	0.00 NM	4	\$6,800.00
L II VVINIVI	3 10/00/1	12 (1702)12	News at 7p	4	· · · · · · ·						
	art Date	End Date	<u>Weekdays</u> -TWTF	Spots/Week	<u>Rate</u> \$1,700.00	Rating 0.00					
Week: 10		11/05/12 12 11/05/12			7-9a	MTWTF~~	:30	4 \$700.00 P-3	0.00 NM	4	\$2,800.00
E 10 VVICIVIC	3 10/30/1	12 11100/12	The Early Show	9 0,							
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		11/05/12	MTWTF Fri Prime 9p	CM	\$700.00 9-10p	0.00 F	:30	1 \$8,000.00 P-3	0.00 NM	1	\$8,000.00
E 23 VVKIVI	J 10/30/	12 11/02/12	Made in Jersey	Civi	5 10p	•					
<u>S</u> 1	tart Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 10		11/04/12	F		\$8,000.00	0.00 M	:30	1\$14,000.00 P-3	0.00 NM	1	\$14,000.00
E 24 WKM	G 11/05/	12 11/05/12	Hawaii Five-O	CM	10-11p		.30	ψ1 <del>4</del> ,000.001 = 0	, 0.00 mm		4.11000.00
	tart Date	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$14,000.00	Rating 0.00					
Week: 1 E 27 WKM			Sat 11p News	CM	11-1135p	S-	:30	1 \$1,700.00 P-3	0.00 NM	1	\$1,700.00
0	tart <u>Date</u>	End Date	Sat 11p News Weekdays	Spots/Week	Rate	Rating					
ى Week: 1		11/04/12	S-		\$1,700.00	0.00					040 000 00
		12 11/03/12			various	S-	:30	1\$10,000.00 P-3	0.00 NN	1	\$10,000.00
_	4_4 5 -4-	End Data	NCAA 3pm Gam	ie Spots/Week	(3:30 PM-7: <u>Rate</u>	Rating					
<u>s</u>	tart Date	End Date	<u>Weekdays</u>	ODOIS/AACEK	i ivare	i manis					

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Contract / Revision

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Flight Dates 10/30/12-11/06/12

**Hiatus Dates** 

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA Estimate # 1537

Auvertiser	1 0111	103/D/Dai	ack Obama _i	TOGGOT OB							
Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Davs	Len Spo	ts Rate Pri	Rtg Type	<u>Tota</u> Spots	als Amount
E 32 WKMG			NCAA Football 3p		various	S-	:30	1\$10,000.00 P-3	0.00 NM	1	\$10,000.00
_ •_ • • • • • • • • • • • • • • • • •		. , , , , ,	NCAA 3pm Game		(3:30 PM-7:0	0 PM)					
	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/2		11/04/12	S-		\$10,000.00 5-7a	0,00 S-	:30	1 \$200.00 P-3	0.00 NM	1	\$200.00
E 34 WKMG	10/30/1	2 11/03/12	5-7a Sat News Sat 5-7a News	CM	Ş-7 d	3-	.50	γ200.001-5	U.UU TUM	•	Ψ200.00
<u>Star</u> Week: 10/2	t <u>Date</u> 29/12	End Date 11/04/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00					
E 36 WKMG	10/30/1	2 11/03/12	7-9a CBS This M 7-9a Sat Early Sh		7-9a	S-	:30	1 \$350.00 P-3	0.00 NM	1	\$350.00
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/2		11/04/12	S-	1	\$350.00	0.00					
E 37 WKMG	11/04/1	2 11/04/12	Sun Prime 10-11 The Mentalist	o CM	10-11p	S	:30	1 \$9,000.00 P-3	0.00 NM	1	\$9,000.00
<u>Sta</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week		<u>Rating</u>					
Week: 10/2		11/04/12	S	1	+-,	0.00			0.00 141		<b>#4</b> 000 00
E 38 WKMG	10/30/1	2 11/04/12	1030-1130a Face Face The Nation	NatiorCM	1030-1130a	S	:30	1 \$1,800.00 P-3	0.00 NM	1	\$1,800.00
	t Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 10/2		11/04/12	S		\$1,800.00	0.00	:30	1 \$1,700.00 P-3	0.00 NM	1	\$1,700.00
E 40 WKMG	10/30/1		Sun 11p News af Sun 11p News at	ter NFL	Late News		:30	( \$1,700.00P-3	U.UU NIVI	ı	\$1,700.00
	t Date	End Date	Weekdays S	Spots/Week		Rating 0.00					***************************************
Week: 10/2 E 44 WKMG		11/04/12	NFL Game 2	CM	\$1,700.00 various	5	:30	1\$14,000.00 P-3	0.00 NM	1	\$14,000.00
			Game 2		(4:15 PM-7:0	0 PM)	.00	1411,000.001	0,00 11111	•	<b>*</b> • • • • • • • • • • • • • • • • • • •
<u>Sta</u> Week: 10/	t Date	End Date 11/04/12	<u>Weekdaγs</u> S	Spots/Week	<u>Rate</u> \$14,000.00	Rating 0.00					
E 45 WKMG			-		6a-830a	S	:30	1 \$200.00 P-3	0.00 NM	1	\$200.00
240 7711110	10/00/1	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	6-830a Sun New								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 10/		11/04/12	S	1	\$200.00	0.00	-20	1 \$9,000.00 P-3	0.00 NM	1	\$9,000.00
E 47 WKMG	11/04/1	12 11/04/12	Sun Prime 7-8p Sun 7-8p	СМ	7-8p	5	:30	1 \$9,000.00 F-3	U.UU INW	I	ψ3,000.0 <b>0</b>
Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 10/		11/04/12	S		\$9,000.00	0.00					
E 49 WKMG	10/30/1	2 11/04/12	CBS Sunday Mor CBS Sunday Mor		9-1030a	S	:30	1 \$1,800.00 P-3	0.00 NM	1	\$1,800.00
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 10/		11/04/12	S		\$1,800.00	0.00		4 40 000 00 0	0.00 NA4	4	ድር ርርር ርር
E 50 WKMG	11/04/1	12 11/04/12	Sun Prime 9-10p Good Wife	СМ	9-10p	S	:30	1 \$9,000.00 P-3	0.00 NM	1	\$9,000.00
<u>Sta</u> Week: 10/	rt Date	End Date 11/04/12	Weekdays S	Spots/Week	Rate \$9,000.00	Rating 0.00					
			Thu Prime 10p	CM.	10-11p	T	:30	1\$10,000.00 P-3	0.00 NM	1	\$10,000.00
		–	Elementary		•						
	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 10/		11/04/12	Thu Drings 9n		\$10,000.00	0.00 Man 8T	:30	1\$13,000.00 P-3	0.00 NM	1	\$13,000.00
E 52 WKMG	11/01/1	12 11/01/12	Thu Prime 8p Big Bang / Men	CM 8-9p	(7:58 PM-9:0	Men 8T 00 PM)	.30	1915,000.00 =3	O''OO IAIAI	,	ψ10,000.00
Sta	rt Date	End Date	Weekdays	Spots/Week	-	Rating					

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Flight Dates 10/30/12-11/06/12

**Hiatus Dates** 

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Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA Estimate # 1537

			o. 45 15	- 5	1 0	D. C. Del	D4 T	Tota	
Ln Ch Start End	Inventory Code			Time Days	Len Spot		Rtg Type	Spots	Amount
E 52 WKMG 11/01/12 11/01/1	2 Thu Prime 8p Big Bang / Men 8	CM 3-9p	Big Bang / (7:58 PM-9:	· ·	:30	1\$13,000.00 P-3	0.00 <b>NM</b>	1	\$13,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	T		<u>Rate</u> \$13,000.00	Rating 0.00					
E 55 WKMG 10/30/12 10/30/1	2 Tue Prime 8p NCIS	CM	8-9p	-T <del></del>	:30	1\$12,000.00 P-3	0.00 NM	1	\$12,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays -T	Spots/Week 1	<u>Rate</u> \$12,000.00	Rating 0.00					
E 59 WKMG 10/31/12 10/31/1	Wed Prime 9p Criminal Minds	СМ	9-10p	W	:30	1\$10,000.00 P-3	0.00 NM	1	\$10,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays w	Spots/Week 1	<u>Rate</u> \$10,000.00	Rating 0.00					
E 60 WKMG 11/06/12 11/06/1	2 11-12p Price Is Ri Price Is Right	ght CM	11a-12p	-T <del>-</del>	:30	1 \$2,000.00 P-3	0.00 NM	1	\$2,000.00
<u>Start Date</u> <u>End Date</u> Week: 11/06/12 <u>11/12/12</u>	Weekdays -T	Spots/Week 1	<u>Rate</u> \$2,000.00	Rating 0.00					
E 62 WKMG 11/06/12 11/06/1	2 Morn News at 6a Morn News at 6a	СМ	6-7a	-T	:30	1 \$800.00 P-3	0.00 NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> Week: 11/06/12 11/12/12	Weekdays -T	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00					
N 63 WKMG 11/03/12 11/03/1	2 5-7a Sat News Sat 5-7a News	СМ	5-7a	\$-	:30	1 \$200.00 P-3	0.00 NM	1	\$200.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating	***************************************				
Week: 10/29/12 11/04/12	S-	1	\$200.00	0.00					****
N 64 WKMG 10/30/12 11/02/1	Morn News at 6a	СМ	6-7a	-TWTF	:30	1 \$800.00 P-3	0.00 <b>NM</b>	1	\$800.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 1	\$800.00	Rating 0.00					
N 65 WKMG 11/04/12 11/04/1	2 6-830a Sun News 6-830a Sun News		6a-830a	S	:30	1 \$200.00 P-3	0.00 NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	s	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00					
N 66 WKMG 11/05/12 11/05/1	2 Local 6 News 12- Local 6 News 12-	•	12-1230p	M	:30	1 \$1,500.00 P-3	0.00 NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> Week: 11/05/12 11/11/12		Spots/Week 1	<u>Rate</u> \$1,500.00	Rating 0.00					
N 67 WKMG 11/05/12 11/05/1	2 530-6p The Inside Insider	er CM	530p-6p	M	:30	1 \$900.00 P-3	0.00 NM	1	\$900.00
<u>Start Date</u> <u>End Dat</u> Week: 11/05/12 11/11/12		Spots/Week 1		Rating 0.00					
N 68 WKMG 11/05/12 11/05/1	2 News at 6p News at 6p	CM	6-630p	M	:30	1 \$1,600.00 P-3	0.00 NM	1	\$1,600.00
<u>Start Date</u> <u>End Dat</u> Week: 11/05/12 11/11/12		Spots/Week 1	<u>Rate</u> \$1,600.00	<u>Rating</u> 0.00					
N 69 WKMG 11/05/12 11/05/1	2 News at 7p News at 7p	СМ	7-7:30p	M	:30	1 \$2,000.00 P-3	0.00 NM	1	\$2,000.00
Start Date End Date Week: 11/05/12 11/11/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$2,000.00	Rating 0.00					
N70 WKMG 11/05/12 11/05/1		CM	11-1135p	M	:30	1 \$2,500.00 P-3	0.00 NM	1	\$2,500.00
Start Date End Dat	•	Spots/Week	Rate	Rating					



**WKMG** 

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Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1537

Ln Ch	Start	End	Inventory Code	Break	Start/End T	îme Days	Len :	Spots	Rate Pri	Rtg Type	Tota Spots	als Amount
N70 WKMG 1	1/05/12	11/05/12	M-F 11p News M-F 11p News	СМ	11-1135p	М	:30	1	\$2,500.00 P-3	0.00 NM	1	\$2,500.00
<u>Start (</u> Week: 11/05		End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$2,500.00	Rating 0.00						
							***************************************	,		Totals	74\$1	94,950.00